

Abstract

The invention provides a method and system for creating and customizing a home page that is used in conjunction with a technique for dynamically trading knowledge and services. A provider of knowledge, goods or services could request a home page on a web site dedicated to dynamically providing goods and services. Upon receiving the request, the provider of knowledge, goods or services is given the opportunity to create a specially customized home page. This homepage provides prospective buyers with some or all of the following information: the name of the provider, the type of product, the amount of product available, a way of categorizing the product, a description, a fixed price, optional goods or services and other related information that would be helpful to those trying to identify providers of good and services and select among them. A provider of goods and services is guided through a step-by-step procedure, during which the provider is presented with a number of mandatory information fields that are used in creating a customized home page. In addition to including the mandatory fields, the customized home page could include a number of optional fields that would better highlight the goods and services. For example, the provider could decide to display optional fields in his home page (in addition to the mandatory ones), create and display several different types of fields, including drop-down menus, check boxes, radio groups, text labels, scrolling text boxes and text boxes, create and save forms that can be attached to each service provided (for example, order forms, customer identification forms and credit history forms), create and display multiple services in a single home page.